Planning Analysis of the Construction of Ideological Digital Platform in Private Colleges

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ABSTRACT. Under the new situation, ideological work in colleges and universities has become an important part of national ideological work, and the construction of discourse power of mainstream ideology in colleges and universities is an issue of the times that needs to be studied and solved emphatically. Strengthening the education of mainstream Marxist ideology in private colleges and universities is an urgent need to effectively resist the infiltration of western bourgeois ideology, and it is also the inherent demand of China's socialist modernization drive. In order to realize the daily life of mainstream ideology in the new era, it is necessary to use digital media to improve the Marxist quality of college students. It is the unshirkable political responsibility of the grass-roots party organizations in private colleges and universities to do a good job in ideological work, give full play to the political core role and maintain ideological security. With the help of digital platform, private colleges and universities can better grasp the construction of socialist theory with Chinese characteristics. So as to promote economic and social development, promote reform and opening up and modernization.

KEYWORDS: Ideology, Private colleges and universities, Digital platform

1. Introduction

Under the new situation, the ideological work of colleges and universities has become an important part of the national ideological work. The construction of mainstream ideological discourse power in colleges and universities is an era subject that needs to be studied and resolved. In layman's terms, ideology is what kind of values a country takes as its core concept system [1]. The security of the national mainstream ideology is an issue related to national security that any political party must attach importance to. The explicit curriculum has clear goals and requires the establishment of a unified ideological system. However, the explicit curriculum has a single method and is relatively lagging behind in the era of rapid development and change [2]. With the help of implicit education means, it is helpful to fully mobilize the initiative and choice of the educated, and learn to independently construct their own ideological and conceptual forms in a free and harmonious atmosphere. Colleges and universities are important bases for cultivating talents, as well as the forefront of ideological work [3]. Facing the complicated social environment at home and abroad, how to effectively maintain the security of the national mainstream ideology has become an urgent problem in current college education [4]. Private colleges and universities are an important part of my country's higher education, but due to complex factors such as late start, relatively weak foundation, special school system, and low quality of students, they are facing some urgent problems in the construction of ideological security. Doing a good job in ideological work, effectively giving play to the political core role, and safeguarding ideological security are the unshirkable political responsibilities of grassroots party organizations in private universities [5].

With the continuous acceleration of China's reform and opening up, especially the rapid development of the information network world, the information superhighway has extended to every corner of life, and the network has become one of the mainstream cultural forms of modern society, and it has also become the acquisition of most intellectuals. One of the main ways of information [6]. Under the conditions of information technology, ideology has two ways of existence: one is based on the actual existence of the real world; the other is based on the virtual space, and the existence of ought to be perceived with the help of data streams [7]. The construction of the ideological digital platform of colleges and universities should first do a good job in the design of the inner ring of ideological concepts, and on this basis, explore the practical outer ring of the construction of ideological digital platforms in colleges and universities, and coordinate the construction of ideological digital platforms in universities. Firmly grasping the initiative of ideological work and maintaining the safety of campus ideology are of special and important significance for private universities to adhere to the direction of running socialist universities [8]. The theoretical system of socialism with Chinese characteristics can only be better grasped by the masses of people through digital platforms in the contemporary era, and can promote economic and social development, reform, opening up, and modernization.

2. Realistic Needs of Ideological Construction in Private Colleges and Universities

With the deepening of global integration, the diversification of ideology has become the norm, but this does not mean that we should give up the dominant position of Marxism in the ideological field, otherwise it will inevitably cause ideological fluctuations of people from all walks of life. Ideology is the legal and logical basis of a country, a system and a series of basic values related to this system. It is an extremely important component of any national system and system, and it is related to people's spiritual beliefs and the basic values of society [9]. The quality of ideological and political education in private colleges is directly related to the success or failure of ideological security construction. As a special form of social consciousness, ideology is a concentrated reflection of people's will, wishes and interests. Its basic function is to guide social practice, and its ultimate goal is to maintain certain social relations. Private colleges and universities have always been the front positions for various political forces to compete for young students, Disseminate thoughts culture and values, and seize the right to speak in ideology, and they play a barometer role in reflecting the development trend and dynamics in today's social ideology field.

In the modern information society, young college students prefer multimedia information receiving forms. However, apart from a small number of pictures, the Marxist communication network in many colleges and universities is basically pure text information, with little multimedia information and lack of attraction to college students, so the effect of theoretical communication is naturally greatly reduced. Constructing a digital platform of ideology based on Marxism is of great significance for reconstructing the discourse power of Marxism in the ideological field. In the social context of people-oriented, the construction of digital platform must have human nature, and its main body should be composed of political parties, social organizations and people from all walks of life. The ideological work team in private colleges and universities generally has the problems of insufficient quantity, low accomplishment, non-specialized responsibilities and unstable people's hearts, which seriously restricts the smooth development of ideological work. Firmly grasping the discourse power of Marxism in the ideological field of private colleges and universities is an inevitable requirement for private colleges and universities to adhere to the socialist ideology and direction of running schools.

As an important position of ideological construction in China, colleges and universities bear the great historical mission of cultivating talents for realizing the great rejuvenation of the Chinese nation and the prosperity and strength of the country. It is of great special significance to do a good job in ideological construction in colleges and universities. Many leaders of private colleges and universities have more or less inaction, and their attention to ideological work is limited to the school propaganda department. The implementation of supervision responsibility for some ideological attribute disciplines is not perfect, and even the chaos in the ideological field is not cleaned up in time. Ideological work is mainly the ideological work of people, which is difficult to quantify, so it is difficult to evaluate accurately in the assessment. Many schools assess departments on the basis of whether there are major events or bad influences, without a systematic assessment mechanism and assessment rules [10]. Consolidating and strengthening the discourse power of mainstream ideology in private colleges and universities, ensuring the unitary dominant position of Marxism in pluralistic social thoughts, and enhancing the guiding power of Marxism to the pluralistic public opinion pattern of private colleges and universities are the powerful guarantee for Marxism to master the dominant position of ideological discourse power in private colleges and universities, and also the powerful support for ensuring the socialist running direction of private colleges and universities.

3. The Path of Ideological Digital Platform Construction in Private Colleges and Universities under the Condition of Information Technology

3.1 Establish the Platform Innovation Thinking with the Mainstream Ideology as the Core

To safeguard the national ideological security, the party organizations in colleges and universities must comprehensively and systematically manage the resources, elements and processes in the ideological field, so as to ensure the party's leadership over colleges and universities and the socialist direction of running schools. In the construction of ideological digital platform, we should think about how to integrate the mainstream ideological content into the innovation and development of exclusive information technology platform and core technology platform, and form the second course of ideological teaching by matching with ideological and political theory courses in colleges and universities, so that the online and offline combination can consolidate what students have learned in traditional ideological and political theory courses. Ideological work in private colleges and universities is a systematic project, which requires the joint participation and joint management of all departments. Therefore, in the actual operation process, it is the key to establish a complete, supporting and feasible ideological work mechanism. Ideological and political education in private colleges and universities must publicize the Chinese dream theory, combine the ideal and belief education of college students, let students think about their own social responsibilities in understanding the essence of national dreams, and enhance the deepening and strengthening of the mainstream consciousness of Marxism

in the sense of responsibility [11]. It is necessary to shorten the mediators including voice, images and characters containing mainstream ideological information with the help of short videos and mind maps, and pay attention to the application of font style, size and color to realize the visual operation of indirect abstraction, so as to maximize the balance between students' learning efficiency and learning time.

Ideological education is the strategic choice of the Communist Party of China to liberate and build a socialist society. The promotion and education of ideological digital platform consists of two behaviors: design and implementation. The design here is to design a classifier with limited input samples, and the implementation is to classify or determine the input sample data. As shown in Figure 1.
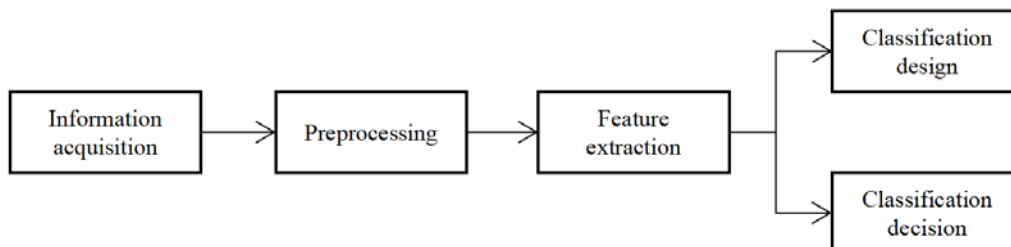

Fig.1 The Basic Structure of the Model Recognition System

Party organizations in private colleges and universities should actively participate in the construction of schools, actively support and promote the healthy development of schools, improve the prestige of party organizations in the organizational structure of schools, and firmly grasp the leadership, management and discourse power of ideological work in schools. Grass-roots party organizations in private colleges and universities should also establish an early warning mechanism for ideological security to implement the responsibility system for ideological work. By setting up some index systems, they can analyze and study the collected information related to ideology, form regular investigation and dynamic investigation of ideological work, and carry out effective prevention and control. Private colleges and universities should fully understand the importance, arduousness and complexity of ideological security construction under the new situation, and take this work as a long-term strategic task. All departments of private colleges and universities must firmly establish Marxist sense of position and responsibility, clearly implement the main responsibility, and stand in the forefront of ideological discourse power. The purpose of establishing the digital platform of ideology in private colleges and universities is to use it. Therefore, the assessment results of implementing the responsibility system of ideological work should be taken as an important reference for appraising the first and the best, promoting the promotion and distributing the performance.

3.2 Set Up the Idea of Data First Ideological Information Collection and Protection

Facing the multiple social consciousness of private colleges and universities, Marxist ideology should objectively evaluate the reasonable elements and shortcomings of various diverse thoughts through dialogue and exchanges, rationally reveal the essence of them, and actively guide the healthy development of multiple social consciousness in private colleges , To establish the dominant position of Marxist ideology in the pluralistic trend of thought. The construction of ideological digital platforms in universities inevitably requires a large number of binary data streams as basic support, which is also a key part of the construction of ideological digital platforms in universities [12]. The network communication of ideology should combine the rules of network communication and the characteristics of ideological theory, and actively develop socialist campus network culture by studying the characteristics and rules of campus network development, and occupy the network culture position with the latest theoretical achievements of contemporary Chinese Marxism. .

Other departments at all levels of universities should consciously assume their responsibilities, infiltrate ideological education in social practice, campus culture and other aspects, and run through all aspects of student growth, so that all forces and processes can work in the same direction, forming a synergistic effect of educating people . The database chain generated by a certain network behavior of a student is often related to the consciousness concept of the time period. The transmission between data chains will also change from a single linear transmission to a non-linear transmission due to the change of the student's consciousness and concept. Internal regularity and relevance. The Internet age requires Marxist theoretical workers in colleges and universities to have good information quality, that is, keen information awareness, strong information ability and lofty information ethics. Only with excellent information quality can they truly carry out effective information in the network environment. Ideological and political work and the spread of ideology.

4. Conclusion

The construction of ideological digital platform in colleges and universities inevitably needs a large number of binary data streams as the basic support, which is also a key link in the construction of ideological digital platform in colleges and universities. Ideological work in private colleges and universities is a systematic project, which requires the joint participation and joint management of all departments. Therefore, in the actual operation process, it is the key to establish a complete, supporting and feasible ideological work mechanism. Ideological education is a realistic and urgent important subject. We must unswervingly consolidate the leading position of Marxist ideology and adhere to the correct direction of running a school in order to realize the healthy and orderly sustainable development of private colleges and universities. In the modern information society, young college students prefer multimedia information receiving forms. However, apart from a few pictures, the Marxist communication network in many colleges and universities is basically pure text information, which lacks appeal to college students. It is of great significance to construct an ideological digital platform based on Marxism effectively for reconstructing the discourse power of Marxism in the ideological field.

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